Friendly Tips
to
A Good Mixer

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TO ______________________________

with best wishes from

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Representing the Coca-Cola Company

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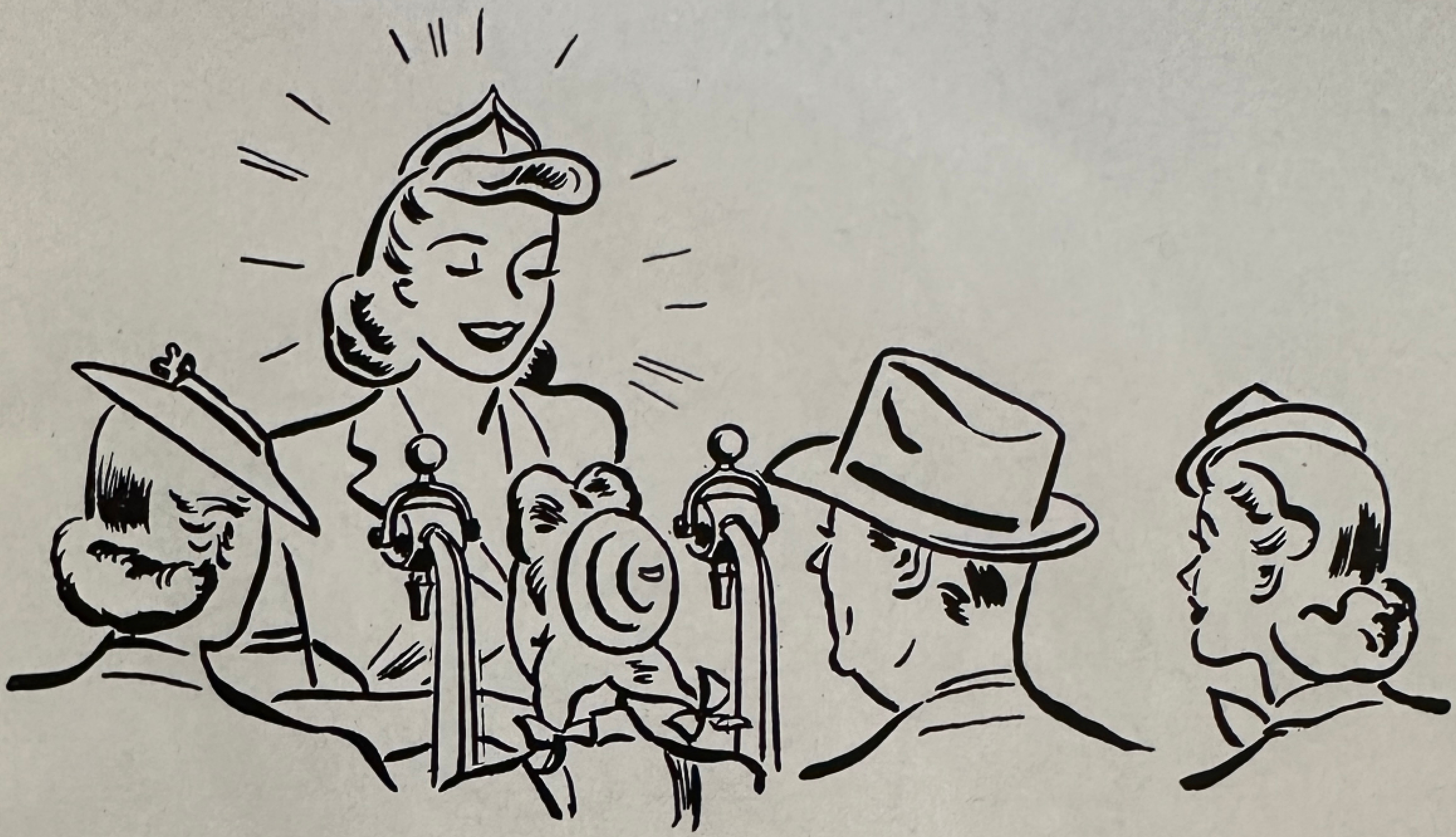
THE COCA-COLA CO.

YOU are the gracious hostess, who can make your soda fountain the friendly meeting place, where busy people pause to refresh themselves. We believe you will find within the pages of this booklet many suggestions that will help make your work both pleasant and profitable to you.



● Your personal appearance and daintiness help make the fountain attractive

Clean hands and face and a clean starchy uniform will help *your* morale and add plenty of appetite appeal to the soda fountain. In addition it will help make you a great many new friends and admirers among your daily customers.

- **Have a smile and a cheery word for each customer**

A cheery smile and a friendly word of greeting to each of your customers is your glad hand of welcome. Address each customer with a friendly: “May I serve you, please?” Remember—it is *personality* that puts you over and wins you friends. A *little* effort is all it takes.

Serving the customer

After you have courteously greeted your customer with a friendly "May I serve you, please"—

1 Serve water, napkin and menu

2 Be sure you have order correct

3 Serve order promptly

4 Handle foods and beverages carefully

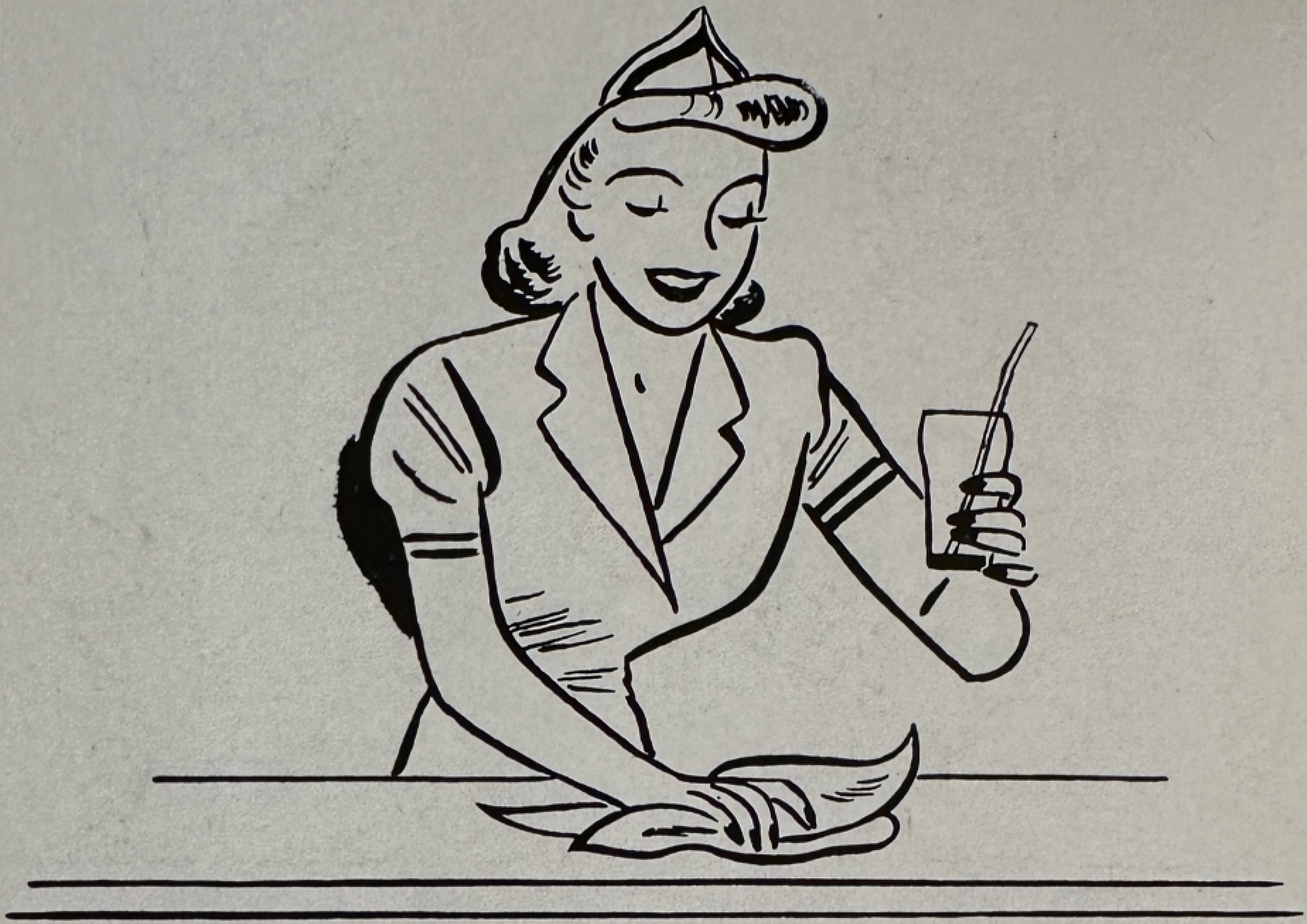
5 Refill water glasses during service

6 Give change or check to customer with a cheery "thank you"

7 If you are "out" of an item, make another suggestion

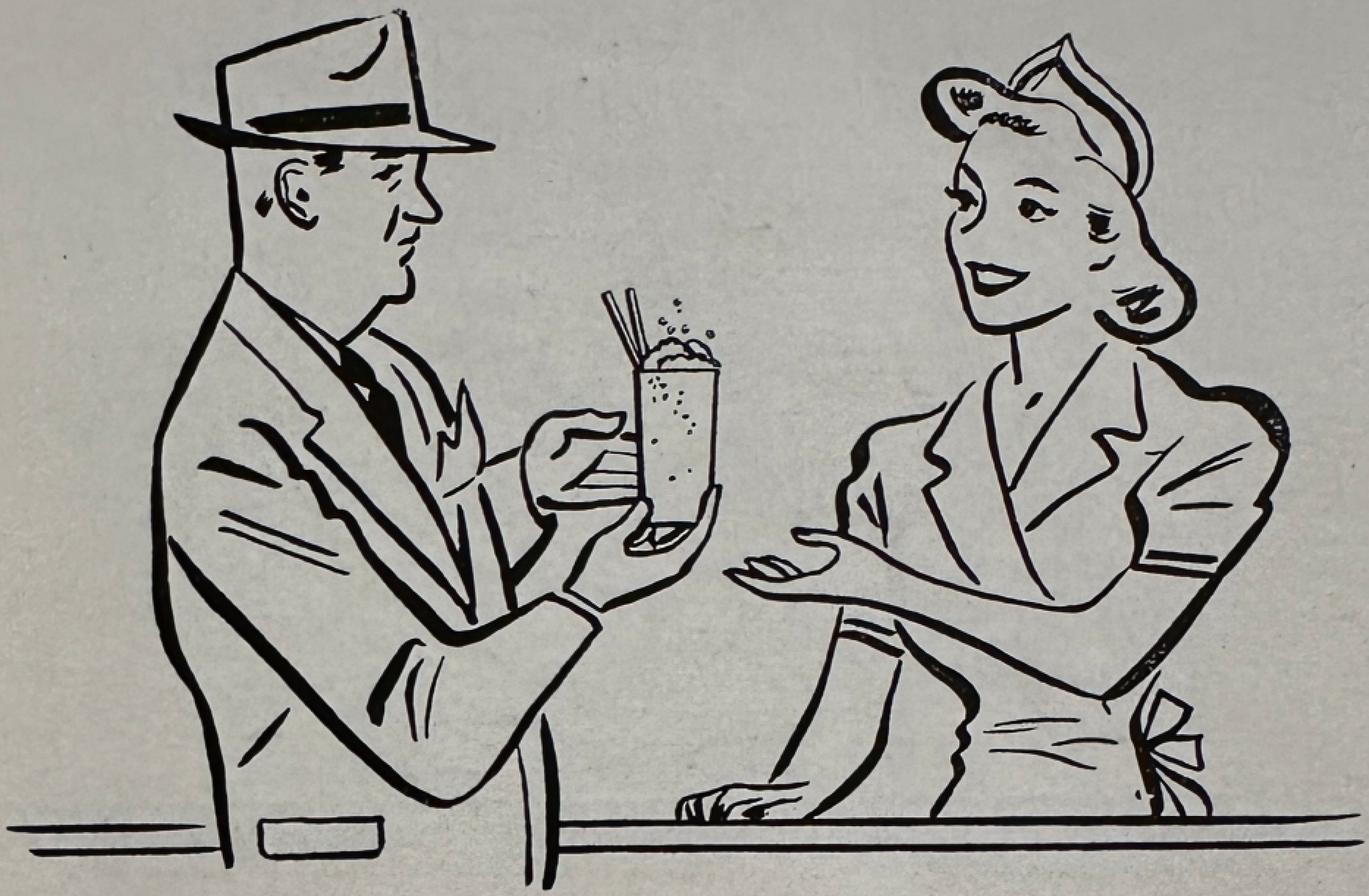
8 Be cheerful, attentive, courteous

9 Remove soiled dishes and clean counter after each serving



● After customers leave—clean up!

Always keep your fountain, counter and tables, clean and inviting. Remove soiled dishes, glasses, silverware and napkins as soon as customer has left, and wipe the counter clean. Good housekeeping at the fountain will *attract* customers—and keep them coming back.



● Handling complaints

In these days of jagged nerves and overworked bodies, handling complaints rates high. Treat complaints patiently. Be quick to say "I'm sorry," and eager to correct a mistake, even if the customer is wrong. Human nature responds quickly to sympathetic understanding. Consult with manager if matters get out of control.

● Sparkling glasses build sales

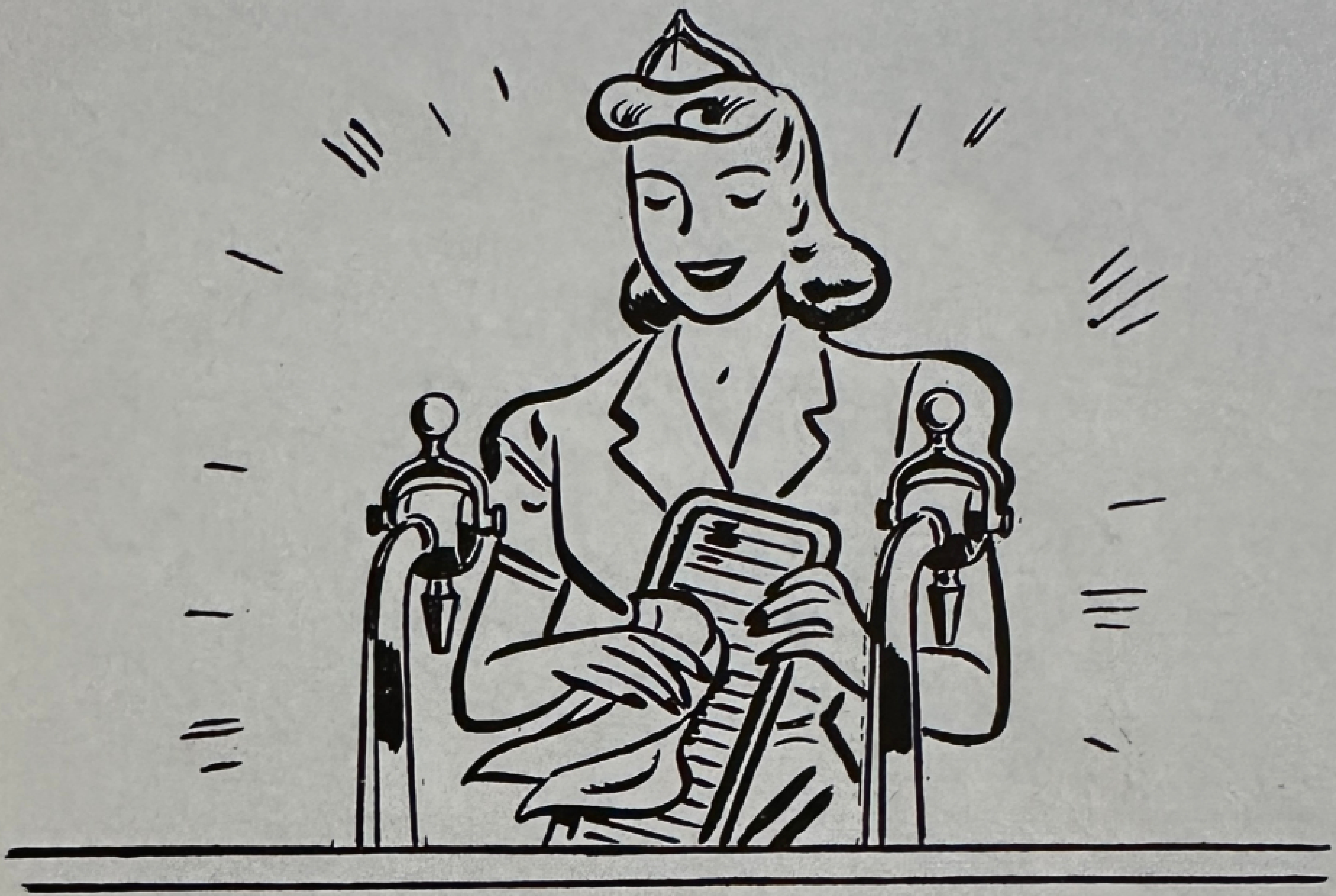
Do you enjoy seeing your customers smile with satisfaction? Then follow these steps in giving your glassware customer-appeal:

1 Pre-rinse your glasses. This removes most of soil.

2 Wash glasses thoroughly in warm water with soap and brush.

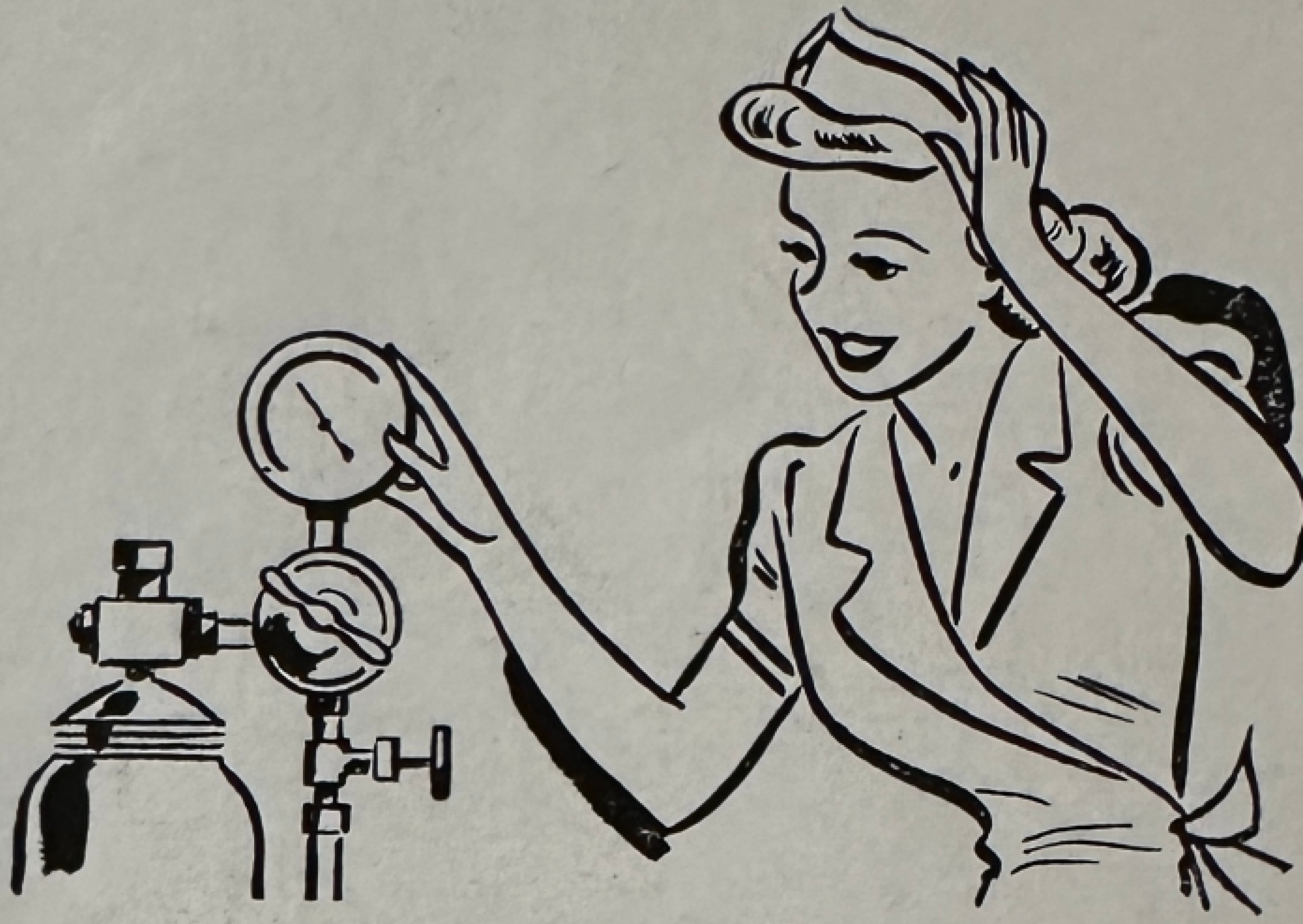
3 Rinse each glass in running water and place on drainboard to dry.

or use the method recommended by your local health authority.



● A clean fountain creates appeal

The booklet "Soda Fountain Operation and Maintenance" will help you care properly for your soda fountain. It tells you simply and with illustrations how to make an easier job of keeping your soda fountain and Coca-Cola dispenser spotlessly clean.



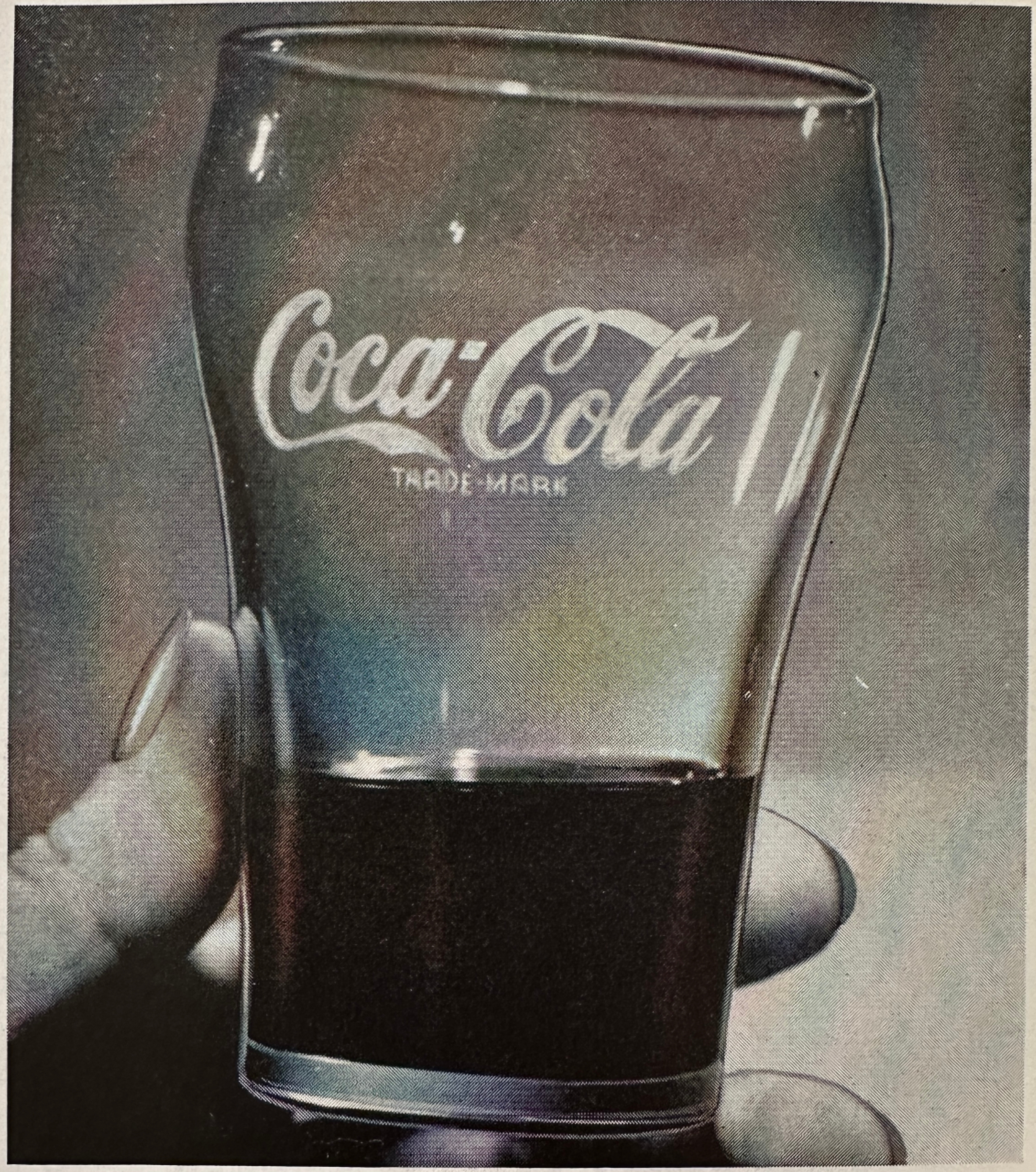
● To start your fountain day right

- CHECK ✓ **Gas Pressure**
- CHECK ✓ **Fountain Refrigeration**
- CHECK ✓ **Fruit and Syrup Jars**
- CHECK ✓ **Linen Supply**
- CHECK ✓ **Ice Cream and Milk Supply**
- CHECK ✓ **Dishes and Silverware**

Important: *First thing in the morning ice the Coca-Cola dispenser and fill your fountain ice compartment with finely chipped ice.*

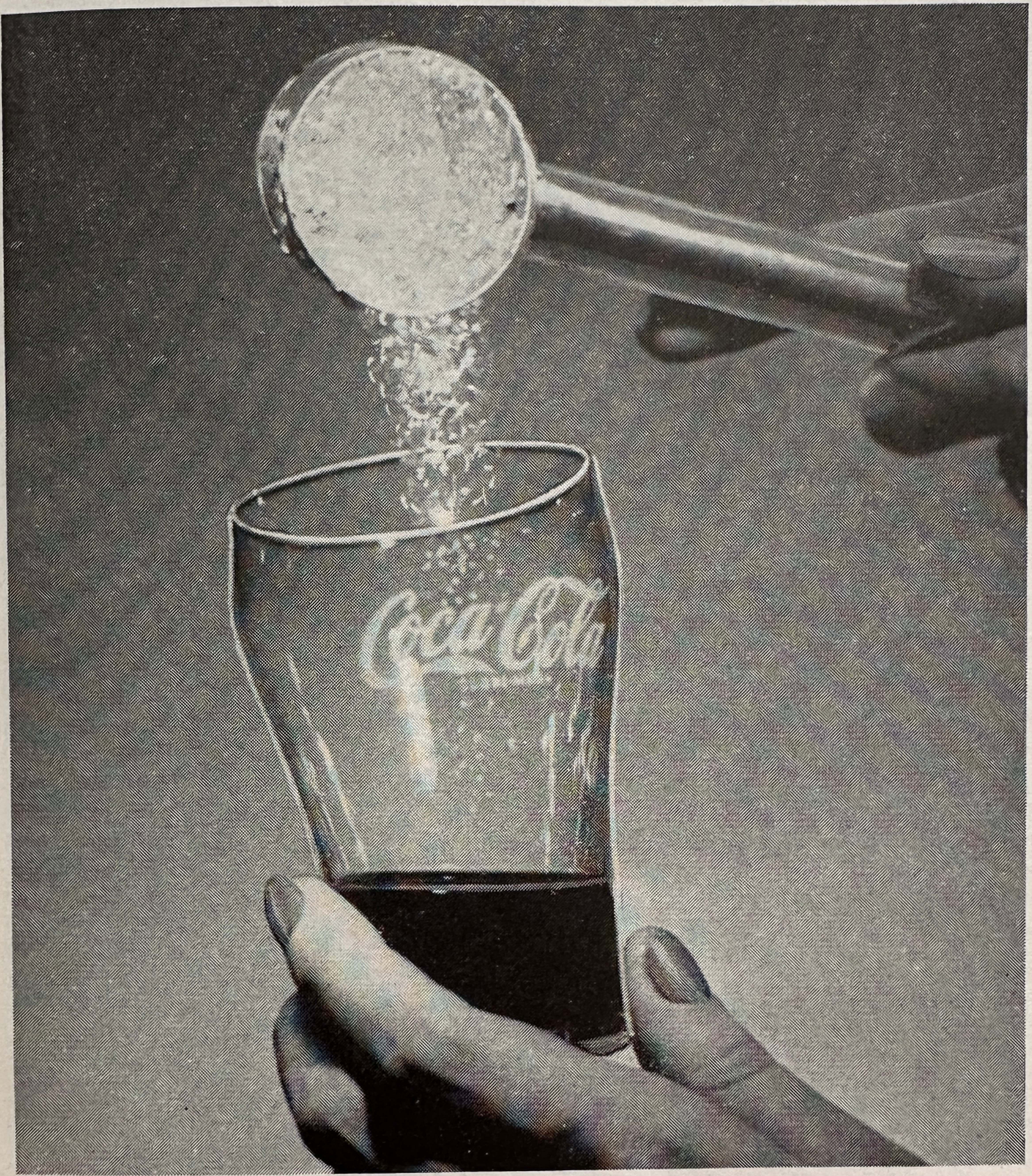
● The pause that refreshes!

Many of your customers will be asking for Coca-Cola every day. So that they will enjoy the way you serve it, you will want to know how to dispense it properly. The following pages show you how.



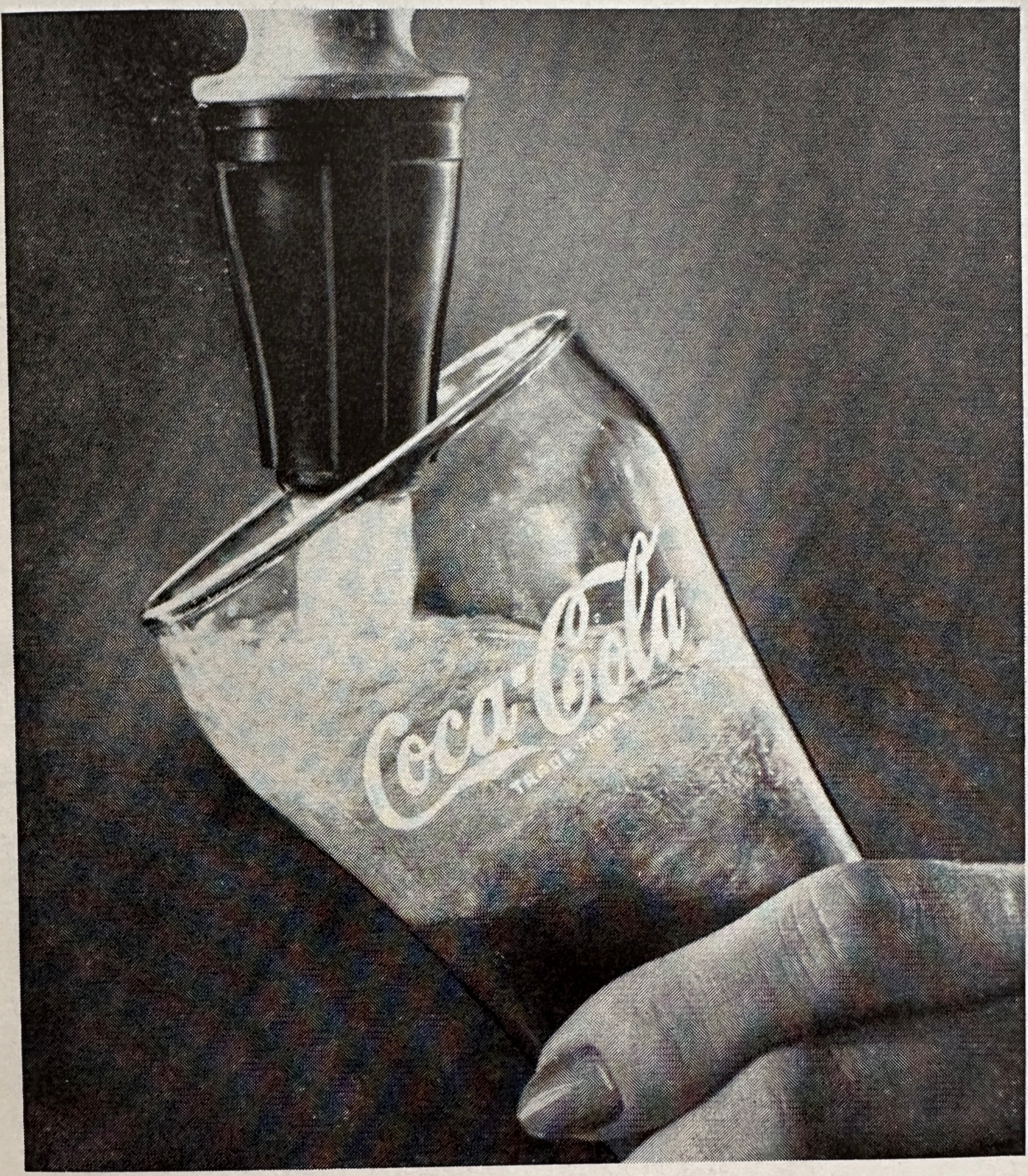
And now the correct way to make a Coca-Cola

① Use full measure of syrup in a "Coke"—1/6 the maximum content of glass. To insure correct syrup throw set your pump so that six strokes of pump completely fill glass. Each individual Coca-Cola, then, will take one full stroke of the pump.



② Add to the syrup a standard Coca-Cola scoop of finely chipped ice (not large lumps—and not snow). Large lumps of ice get out of control and are apt to ruin customer's disposition. Snow ice will dilute drink and spoil its delicious flavor.

③ Open the draft arm for a second and allow the warm water which has been standing in the draft arm to run off. This assures sparkling, cold water with ample carbonation, giving to the "Coke" you mix the tang and zest that spells enjoyment in every sip.



④ Hold glass at an angle as illustrated, close up under the draft arm, so that the water glides in gently, blending with the Coca-Cola syrup to make a perfect fountain drink. If not added gently, part of the carbonic gas is lost, often resulting in a flat, tasteless beverage.

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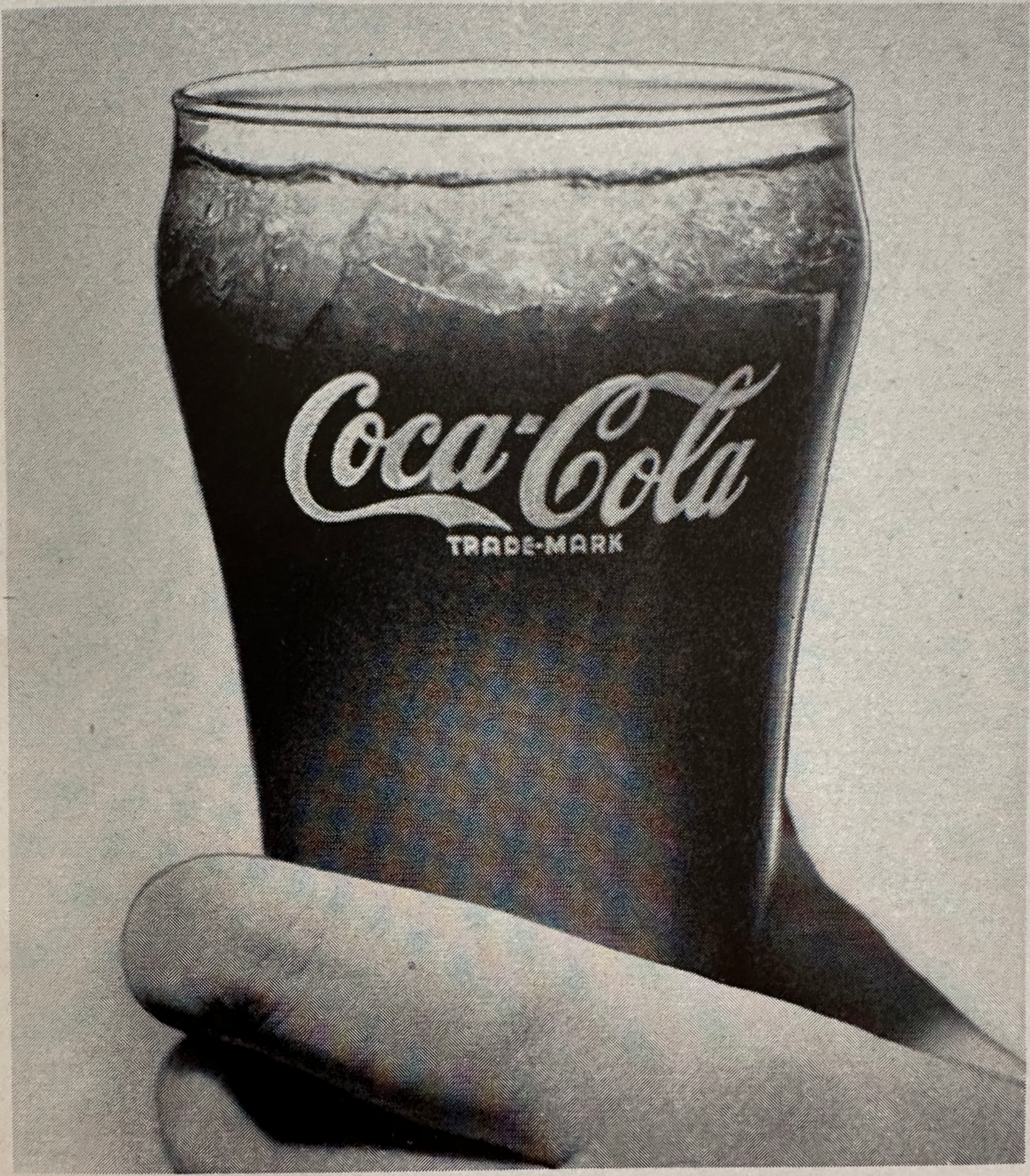
⑤ Now stir the drink with a spoon to mix it thoroughly. Three or four upward strokes are sufficient for a sparkling, lively drink. If you stir too much most of the gas escapes and you may have a flat drink.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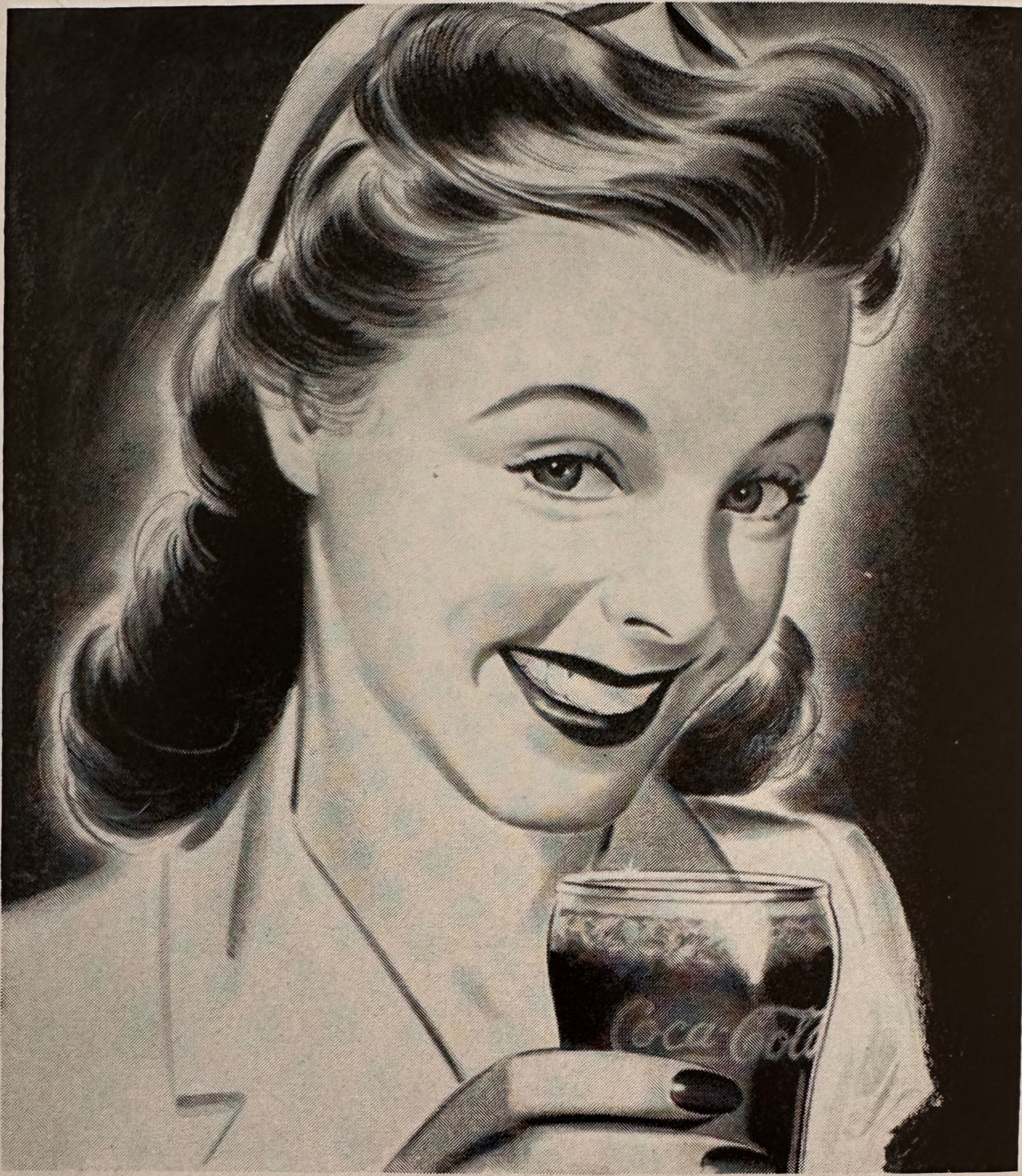
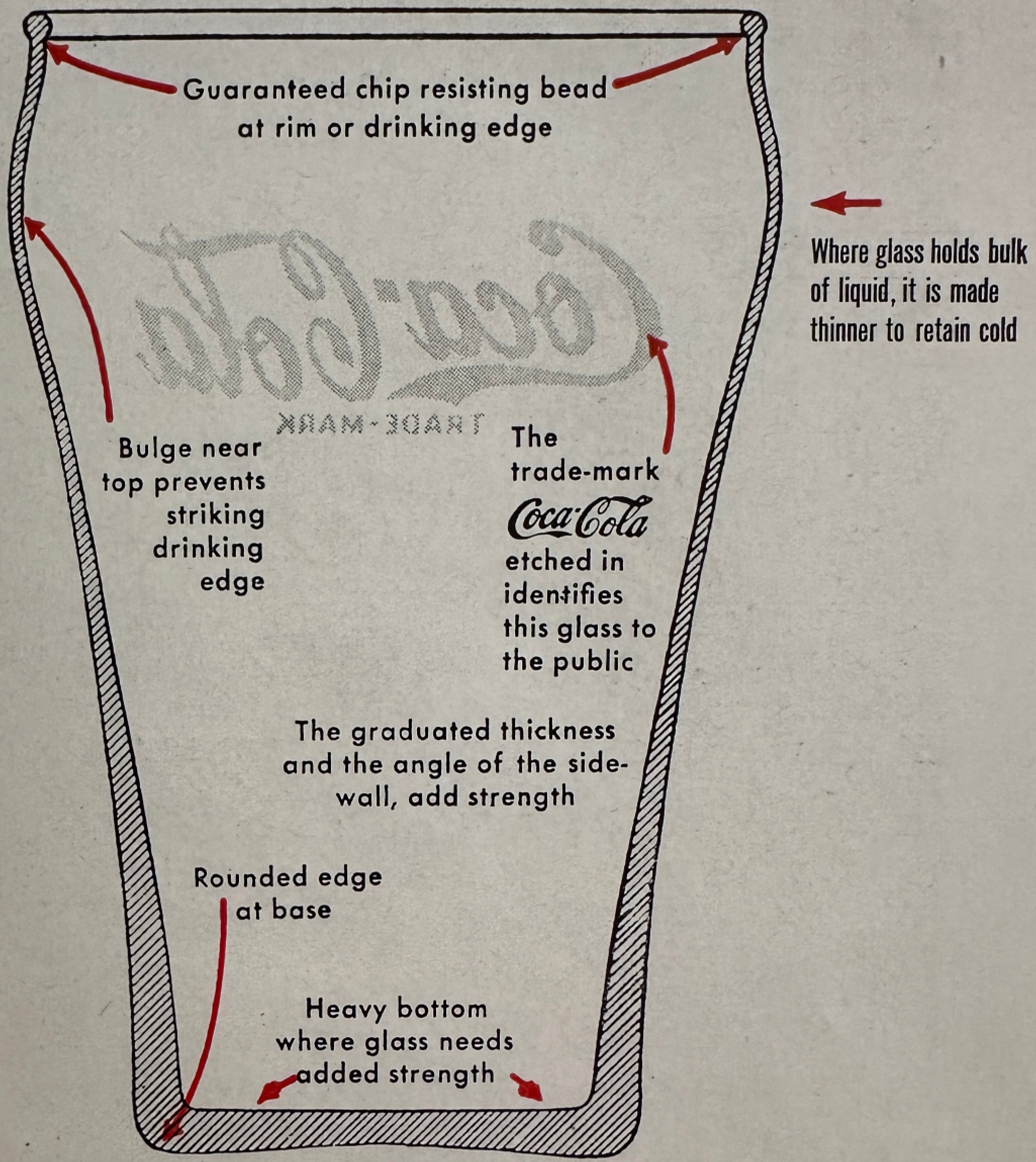
⑥ Leave a quarter inch serving level so drink will not spill. Remember that Coca-Cola is the "pause that refreshes." Serve it *cold* at *all* times for maximum customer pleasure.

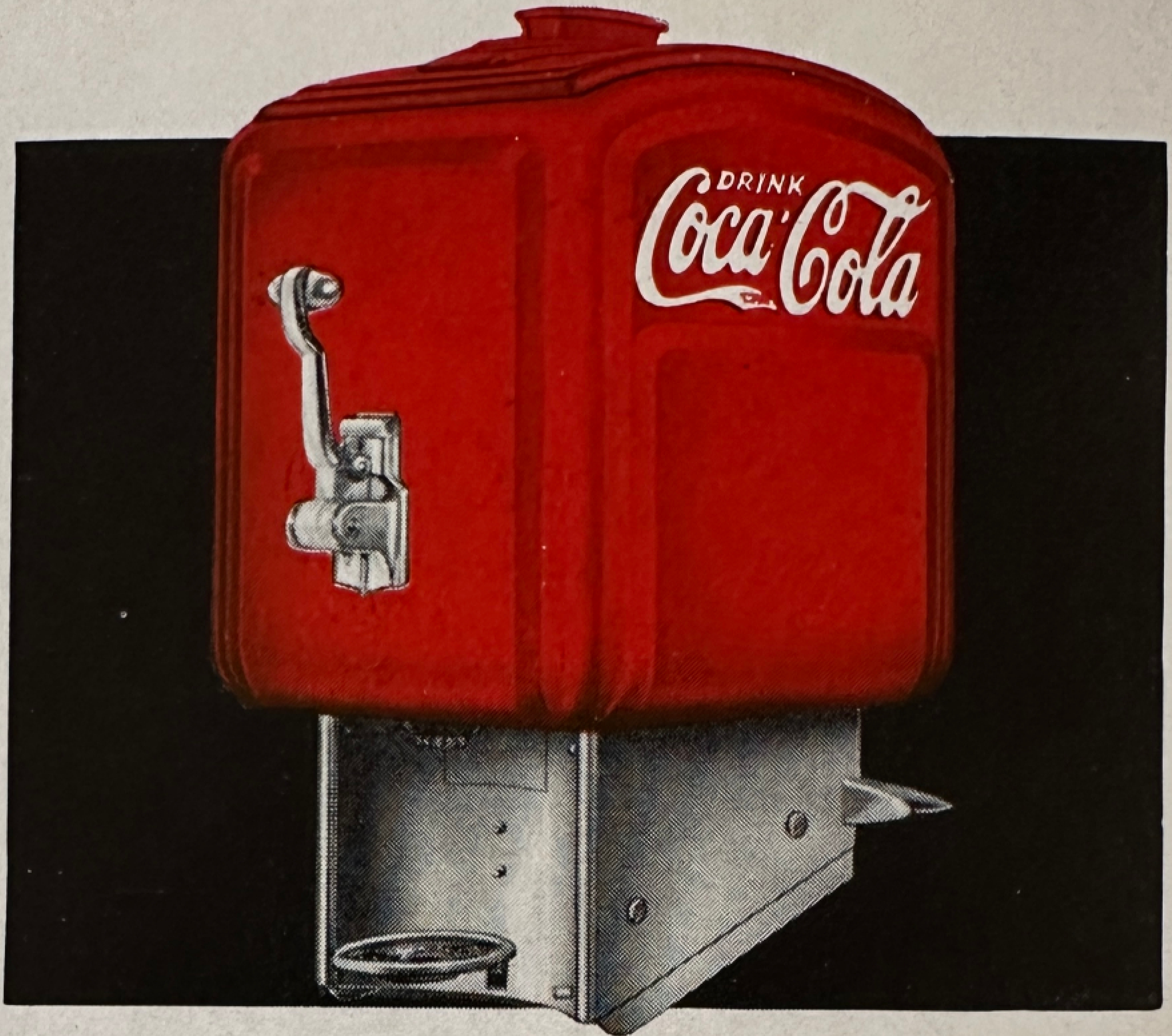


⑦ Now serve the drink with your friendly smile and a pleasant "thank you." Your greatest thrill and reward for the pains you have taken will come when the customers come back again to ask *you* to make their Coca-Cola.


Guaranteed chip resisting bead at rim or drinking edge
Where glass holds bulk of liquid, it is made thinner to retain cold
Bulge near top prevents striking drinking edge
The trade-mark Coca-Cola etched in identifies this glass to the public
The graduated thickness and the angle of the side-wall, add strength
Rounded edge at base
Heavy bottom where glass needs added strength

● There is no other glass like a Coca-Cola glass.

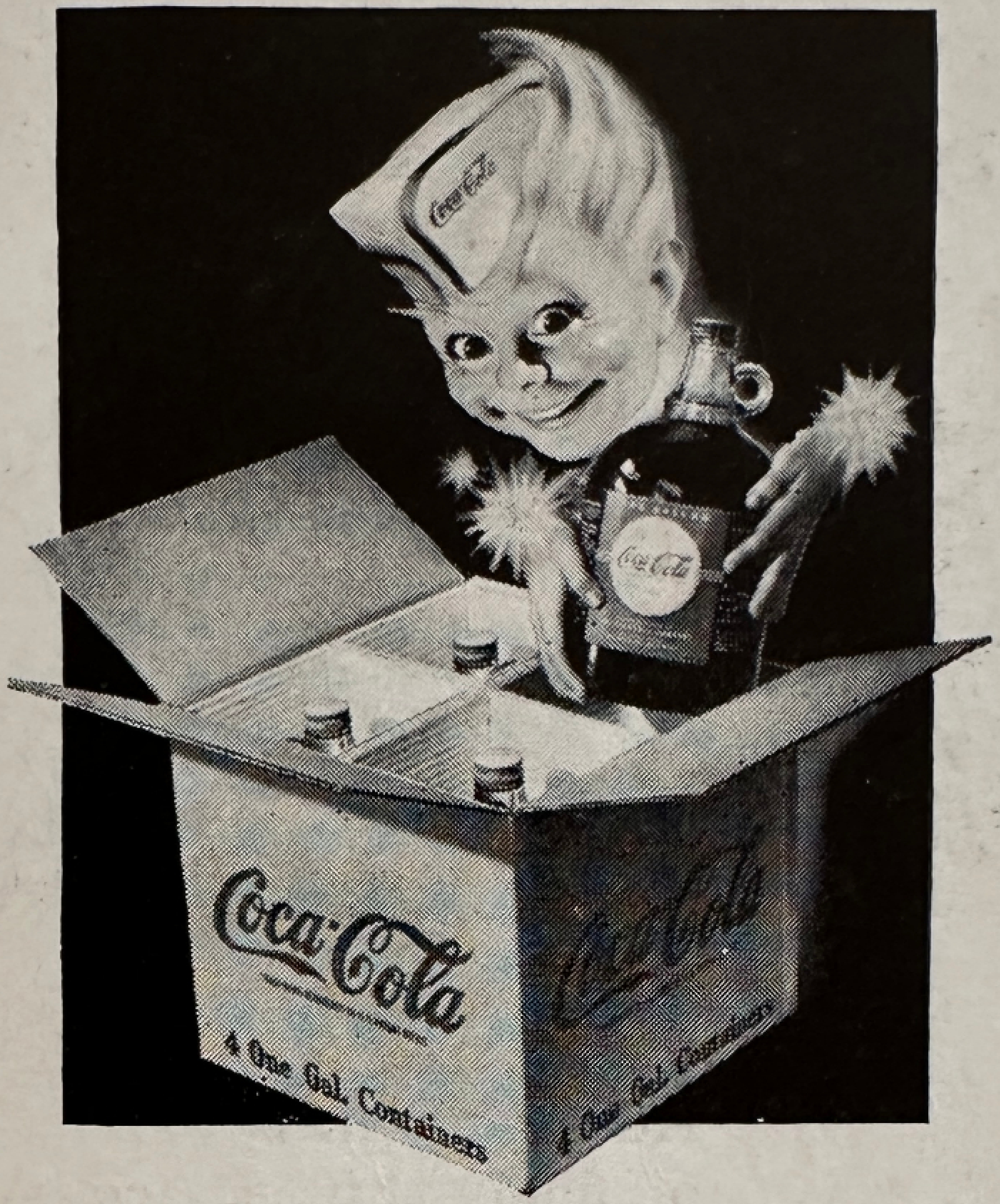
This cross-section illustration of a Coca-Cola glass shows you the practical reason behind its design. The trademark "Coca-Cola" etched in the glass is the nationally recognized guarantee of uniform quality and quantity to all that stop at your fountain for the "pause that refreshes."



Operating your dispenser

1. Add one ounce of finely-chipped ice to standard Coca-Cola glass
2. Place glass on drip plate of dispenser
3. Pull handle and draw drink until glass is full

Daily—*Clean Outlet Nozzle.*
Weekly—*Remove overflow pipe and clean ice compartment.*


Coca-Cola
Coca-Cola
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4 One Gal. Containers
4 One Gal. Containers

Rotate your Coca-Cola Stock

As Coca-Cola is a food beverage, its freshness, bouquet and fine flavor, will be doubly insured if you will always be careful to rotate your stock—using syrup on hand before opening a fresh carton. In this way you will maintain uniformity of quality and flavor. Each four-gallon container is marked with date of manufacture so that it is a simple matter to stack four-gallon cartons in the order to be used—*present stock first.*

- Always store Coca-Cola syrup in a cool, dry, well ventilated place. Avoid furnaces, stoves, hot water lines, etc.—for remember Coca-Cola is a *food* product and as such should be stored properly.

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